

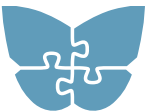
# New Partnerships, Markets, & Infrastructure for Water

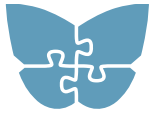


**Bobby Cochran, Willamette Partnership**  
[www.willamettepartnership.org](http://www.willamettepartnership.org)

# Our water infrastructure needs are significant

- \$335 and \$298 billion needed to update drinking and wastewater infrastructure;
- Lots of people manage that infrastructure, making it difficult to change; and
- To pay for this is a significant burden on families.





## Dirty water is wasted water

- “Wastewater” is looking to be “resource recovery”
- Nitrates in groundwater drive communities to look for surface water sources to drink

## Timing of water availability matters

- Too much water in the Winter and Spring
- Not enough water in the Summer and Fall



# Public-private partnerships can help

## **West Coast Infrastructure Exchange**

- Aggregating small projects to attract financing
- Educating private and public partners
- Motivations for cost-effective design and operations
- Helping reduce regulatory and investment risk

## **Green Infrastructure investments**

- Drinking water source protection
- Water quality trading
- Linking health and the outdoors





# Green Infrastructure is



# Wastewater infrastructure

# Tualatin River, Oregon

Restoration for compliance, converting...



Cooling Towers

\$60 - \$150  
million

35 miles of restoration

Additional instream flow

\$6 million

**FROM THIS.**



**...TO THIS**

Source: The Freshwater Trust



# Summer, 2004



WILLAMETTE PARTNERSHIP





# Summer, 2007



WILLAMETTE PARTNERSHIP





# Summer, 2010



WILLAMETTE PARTNERSHIP





# Three keys to success

## Environmental Markets

- **CLEAR DEMAND:** Law/regulation, businesses, or funders that are on board
- **CLEAR RISK:** Someone in charge if something goes wrong
- **CLEAR PATH:** Approved standards and protocols for measuring environmental benefits and implementing projects





# Green Infrastructure is



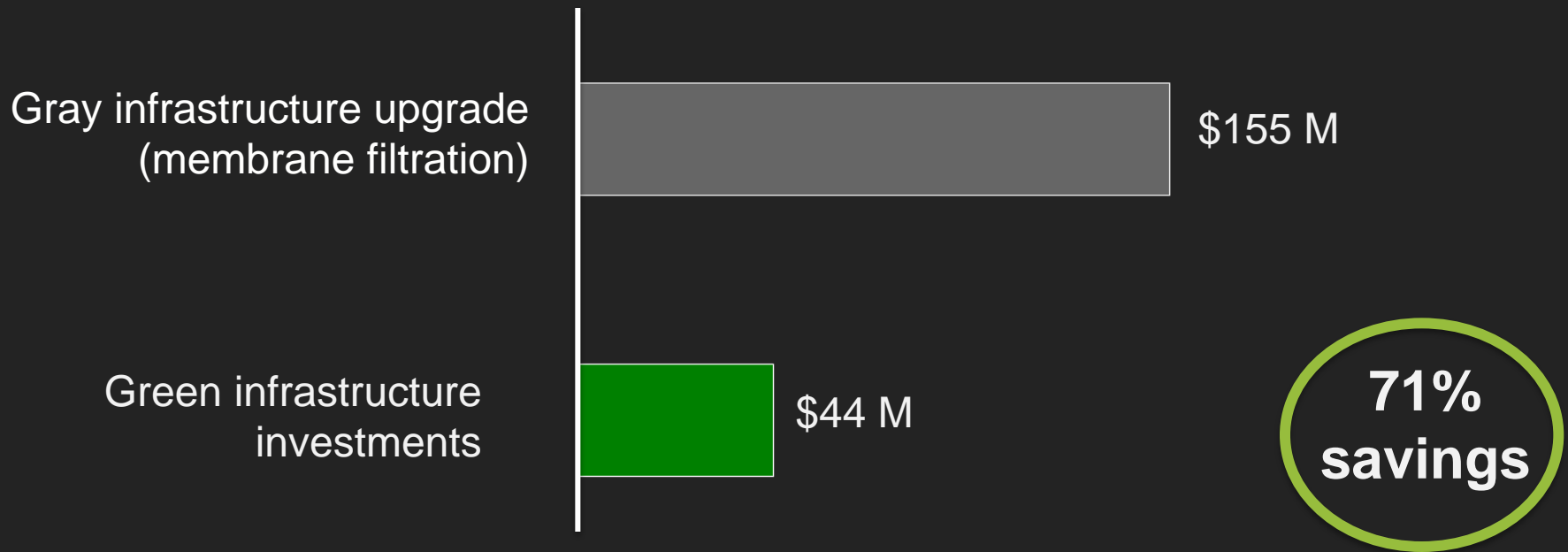
## Drinking water infrastructure

# CHANGE IT: MAKING THE BUSINESS CASE

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## Present value of investment over 20 years, USD millions

*Most optimistic scenario (Portland, Maine; USA)*

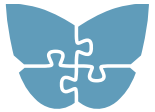




**Green infrastructure is**



**Health infrastructure**



# Healthy environments

November 14 the **Wingspread Declaration on Health and Nature** will be released with 27 other leaders from health and conservation at the World Parks Congress & APHA



## Wingspread Declaration on Health and Nature

July 26, 2014

### Nature and human well-being are connected:

The connection between people and the natural world is fundamental to human health, well-being, spirit, and survival. Nature is a source of food, clean water, clean air, medicine, shelter, and economic opportunity. Moreover, in order to thrive, humans require direct access to nature. Whether a city park, a community garden, a tree-lined street, or wilderness – nature in people's daily lives reduces stress, renews the spirit, connects people to each other and increases physical activity. In short, humans are part of nature, our connection with nature is a fundamental human need, and we believe access to nature is a basic right.

### signatures

**Bradford S. Gentry**  
Professor in the Practice  
Yale School of Forestry &  
Environmental Studies and  
Yale School of Management

**Christopher A. Smith**  
Senior Program Officer  
Colorado Health Foundation

**Cynthia West**  
Associate Deputy Chief  
USDA Forest Service, Research  
and Development

**Elizabeth Ward**  
Director of Communications  
Land Trust Alliance

**Elizabeth G. Love**  
Program Officer  
Houston Endowment Inc.

**Eugene Grigsby**  
President and CEO  
National Health Foundation

**Forrest Berkley**  
Excess Return Fund

**Howard Frumkin**  
Dean  
University of Washington  
School of Public Health

**Jay Espy**  
Executive Director  
Kaiser Permanente

**Karen Tuddenham**  
Masters of Environmental  
Management  
Yale School of Forestry and  
Environmental Studies

**Kim Elliman**  
President and CEO  
Open Space Institute

**Kristin Wheeler**  
Program Manager  
Institute at the Golden Gate

**Lisa Sockabasin**  
Director, Office of Minority  
Health  
Maine CDC, Dept. of Health  
and Human Services

**Marc Smiley**  
Principal  
Solid Ground Consulting

**Marcie Tyrie Berkley**  
Board of Directors  
Maine Huts and Trails & The  
Fenn School

**Naomi Sachs**  
Founding Director  
Therapeutic Landscapes  
Network

**Perry Robinson**  
Managing Director  
Greenwich BioMedical Inc.

**Raymond Baxter**  
Senior Vice President,  
Community Benefit, Research,  
and Health Policy  
Kaiser Permanente

**Robert Zarr**  
Pediatrician  
Unity Health Care, INC

**Rue Mapp**  
Founder and CEO  
Outdoor Afro

**Sarah Milligan-Toffler**  
Executive Director  
Children and Nature Network

**Stacy Bare**  
Director  
Sierra Club Outdoors

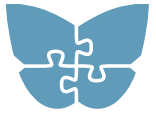
**Wendy Jackson**  
Executive Director  
Freshwater Land Trust

**William Bird**  
Family Doctor  
CEO of Intelligent Health, UK

**William Rogers**  
President and CEO  
The Trust for Public Land

**Bobby Cochran**  
Executive Director  
Willamette Partnership





# Water finance trends to watch

- Better ability to aggregate small projects for private finance
- Financing for performance
- Expanding state & federal definitions for green infrastructure
- Healthcare paying attention to water and climate
- Higher resolution data, increasing the ability to target performance



**Changing the world begins with changing**



**how we think about conservation**

[www.willamettepartnership.org](http://www.willamettepartnership.org)